



EXPORTNews

"Your Partner in Exporting"

June 2004

U.S. Department of Commerce
U.S. Export Assistance Centers
Serving the State of Georgia —

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ATLANTA U.S. EXPORT ASSISTANCE CENTER WEBSITE

The Atlanta U.S. Export Assistance Center now has its own website! For your information on current export topics, links to export trade resources, our monthly newsletter and upcoming local events, visit us at:

<http://www.buyusa.gov/georgia/>

EXPORTNews is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in Atlanta. It is distributed by email and winfax. To correct, add or delete an address, send complete contact information to the Atlanta USEAC at the email address or fax # above.

COMMERCIAL NEWS USA

USA SHOWCASE: Export-Ready Products and Services from American Companies

Commercial News USA is the official United States Department of Commerce showcase for American-made products and services. The catalog-style magazine is designed to help American companies promote products and services to buyers in more than 145 countries--at a fraction of the cost of other advertising options. Each issue reaches an estimated 400,000 readers worldwide.

Advertising in Commercial News USA provides American companies with an unparalleled opportunity to market products and services around the world. Advertisers in Commercial News USA have the potential to increase export sales with a minimal investment. Commercial News USA is distributed bi-monthly to readers outside the United States. The magazine, which is free, is mailed directly to qualified recipients and distributed by U.S. and Foreign Commercial Service personnel at U.S. embassies and consulates worldwide.

Advertising in Commercial News USA is a unique tool for helping your company increase its exports. Whether you seek representation, distribution, direct sales, licensing or joint-venture partners, Commercial News USA will deliver your message directly to potential customers in export markets worldwide. Just one listing can produce a substantial return on your investment.

- **Direct Response.** New customers around the world will read about your product or service and will receive information to contact you directly. Address-coded trade leads make it easy to track results.
- **Broad Distribution.** Worldwide circulation to an estimated 400,000 business readers in more than 145 countries.
- **Built-In Credibility.** Distributed by U.S. Foreign and Commercial Service officials at embassies and consulates, Commercial News USA enjoys a unique credibility that no other publication can offer.

Listing prices start at \$695 for Black & White and \$995 for 4-color. A web site listing is also available for \$295. The first issue of the revised Commercial News USA is scheduled for publication in September (reservation deadline is July 2).

Call Us About Advertising Opportunities

Reserve Your Space in the Next Issue of Commercial News USA
1-800-581-8533

<http://www.buyusa.gov/georgia/cnusa.html>

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Counseling and Advocacy:

Advocacy

Get a competitive edge with U.S. Commercial Service advocacy. U.S. diplomats and other officials help your company when unanticipated problems arise-- resolve payment issues, settle disputes, win contracts, and overcome regulatory hurdles. Support can include government-to-government meetings by U.S. Commercial Service officers and ambassadors with high-level foreign government officials, in addition to direct intervention with international companies.

Counseling

Increase your export sales and enter new international markets with U.S. Commercial Service export counseling. Our Trade specialists will provide in-depth export consulting and customized business solutions. Our trade specialists work directly with our team of experts overseas in getting you the information and advice that you need to succeed.

Platinum Key Service

Get long-term, comprehensive, customized support to achieve your business goals. The Platinum Key Service is solution-oriented and custom-tailored to your needs. Identify markets, launch products, develop major project opportunities, resolve market entry questions, and receive assistance on regulatory matters. Our in-country trade specialists will work closely with you to identify needs, provide progress reports, and ensure timely resolution.

Market Research:

Market Research Library

Accurate, up-to-date information lets you target the best international markets. Our comprehensive market research includes overviews on doing business in more than 120 countries and profiles of 110 industry sectors. You can also get updates on new regulations, currency fluctuations, business trends, and government-financed projects. Much of this research is available at no charge.

Customized Market Research

Receive specific intelligence on the export prospects for your product or service in a potential market.

Business Facilitation Service

Get low-cost logistical and administrative support when you're on international business travel. Our Business Facilitation Service offers flexible solutions to let you do business when you're away from home.

Finding International Partners:

International Partner Search

Find qualified international buyers, partners, or agents without traveling overseas. U.S. Commercial Service specialists will deliver detailed company information on up to five prescreened international companies that have

expressed an interest in your company's products and services.

Gold Key Matching Service

Save time and money by letting the U.S. Commercial Service help you find a buyer, partner, agent or distributor. The Gold Key Service provides you with one-on-one appointments with pre-screened potential agents, distributors, sales representatives, association and government contacts, licensing or joint venture partners, and other strategic business partners in your targeted export market.

BuyUSA

Promote your company online and find new international business partners. BuyUSA.com is the U.S. Commercial Service business matchmaking Web site, where U.S. exporters and international buyers and distributors can post trade leads, search for buyers and sellers, and be automatically matched with prospective business partners.

International Company Profile

Prevent costly mistakes with quick, low-cost credit checks or due-diligence reports on international companies. Before you do business with a prospective agent, distributor, or partner, the International Company Profile will give you the background information you need to evaluate the company.

Trade Compliance Center – Assisting U.S. Exporters Facing Trade Barriers

The U.S. Department of Commerce's Trade Compliance Center sends out a weekly "What's New" email broadcast, which provides up-to-date news on changes in foreign standards, government procurement practices, and more. Below is a sample of this regular update. To sign up to receive "What's New," simply go to: <http://www.tcc.mac.doc.gov/cgi-bin/doiit.cgi?211:82:939829923>
There is no fee to register.

What's New?

To make it easier for you to keep up-to-date on recent market access and compliance news that we've added to our TCC On-line website, we're sending you this regular update of "What's New" on our website, with a link directly to the site. The following new items have been added to TCC On-Line:

U.S., Malaysia Sign Trade and Investment Framework

Agreement - <http://www.tcc.mac.doc.gov/cgi-bin/doiit.cgi?204:52:900894206:1112>

U.S. and Brazil Hold Consultations on FTAA -

<http://www.tcc.mac.doc.gov/cgi-bin/doiit.cgi?204:52:900894206:1111>

State Department Official Outlines U.S. Goals for Latin America -

<http://www.tcc.mac.doc.gov/cgi-bin/doiit.cgi?204:52:900894206:1110>

Ashcroft Warns of Corrosive Effects of Corruption in Government -

<http://www.tcc.mac.doc.gov/cgi-bin/doiit.cgi?204:52:900894206:1109>

Secretary Evans Discusses Market Opening Efforts in Remarks to Council of Americas -

<http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1108>

U.S. and Australia Will Sign Free Trade Agreement May 18 -
<http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1107>
Peru and Ecuador to Join With Colombia in May 18-19 Launch of
FTA Negotiations with U.S. –
<http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1106>

STANDARDS NOTIFICATIONS - Sign up here for the latest in
regional or industry-related WTO standards notifications –
e-mailed to you directly! [http://ts.nist.gov/ts/htdocs/210/ncsci/export-
alert.htm](http://ts.nist.gov/ts/htdocs/210/ncsci/export-alert.htm).

Marketing to Mexican Manufacturers Program –Inputs of
components, supplies, and machinery (worth\$88 billion) make up
over half of all products imported into Mexico. The items are used by
Mexican plants to produce goods for export, with production
expected to reach a value of \$125 billion by 2008. To promote U.S.
exports to the Mexican manufacturing sector, the U.S. Department of
Commerce/International Trade Administration developed the
“Marketing to Manufacturers in Mexico” program. U.S. firms
enrolled in the program receive monthly reports via email, invitations
to participate in videoconferences with Mexican buyers, qualified
trade leads, assistance in finding agents, representatives or
distributors, and support during trade shows in Mexico. Visit
www.buyusa.gov/mexico/ to sign up for the program.

Sanctions Ordered for U.S. Exports to Syria – On
Tuesday, May 11, 2004, President Bush banned all U.S.
Exports to Syria except for Food and Medicine. These
sanctions were ordered after long standing complaints that
Syria was supporting terrorism and undermining U.S. efforts in
Iraq. To review the official posting, go to the Office of Foreign
Asset Controls’ (OFAC) website:
<http://www.treas.gov/offices/eotffc/ofac/sanctions/t11syria.pdf>
OFAC can be contacted directly by phone at 1-800-540-6322.

Update on Libya - On April 29, 2004, the U.S. Department of
Commerce’s Bureau of Industry and Security (BIS) published
an amendment to the Export Administration Regulations in the
Federal Register. The amendment updates BIS’s license
requirements for Libya and is consistent with changes in U.S.
legal authorities concerning Libya. The amendment reflects
Libya’s continuing good faith effort to completely dismantle its
weapons of mass destruction and missile programs, and
adherence to its renunciation of terrorism. In summary, BIS’s
new licensing requirements and policies for Libya are as
follows:

- Items submit to the EAR but not listed on the Commerce
Control List (CCL) (i.e., EAR 99 items) are generally not
subject to a license requirement except as defined in the end-
user and end-use controls set forth in Part 744 of the EAR.
- Items controlled by the multilateral export control regimes
(i.e., items controlled for national security (NS), missile
technology (MT), chemical and biological weapons (CB), and
nuclear nonproliferation (NP) reasons on the Commerce
Control List (15 CFR Part 774) require a license to Libya, as do
items controlled for crime control (CC) and regional stability
(RS) reasons.

• Libya remains on the list of designated state sponsors of
terrorism. As a result, most items controlled for anti-terrorism
(AT) reasons will continue to require a license for export or
re-export to Libya. Additionally, certain categories of items
controlled for reasons not included on the Country Chart in
Part 738 of the EAR also require a license for export or re-
export to Libya. For more info., go to
[http://www.bis.doc.gov/PoliciesAndRegulations/LibyaFAQs.
htm](http://www.bis.doc.gov/PoliciesAndRegulations/LibyaFAQs.htm) and review the document, “Libya: Frequently Asked
Questions and Answers.”

Good Tips for Avoiding Unauthorized Exports –

The following suggestions are from the U.S. Bureau of
Industry and Security (BIS) website at
<http://www.bis.doc.gov/>. Visit the site for details on ways
to avoid doing business with unauthorized parties.

Read and understand the “Know Your Customer Guidance”
provided in the Export Administration Regulations and as
part of the BIS web site. It describes ways to recognize
and avoid prohibited transactions.

Become familiar with the “Red Flag Indicators” to help
recognize illegal, or potentially illegal, transactions.

Check the parties to the transaction (including freight
forwarders, intermediate consignees, and the ultimate
consignee) against the most recent “Denied Persons List.”
Although a U.S. firm is only required to make this check
for export or re-export transactions, it may also be useful
to do so for domestic transactions.

If asked to participate in an export transaction that
appears to be illegal, contact the BIS Office of Export
Enforcement immediately. Persons may also confidentially
report these situations via the Leads and Tips form on
the BIS website.

Check the parties to the transaction against the BIS
“Unverified List” and the “List of Specially Designated
Nationals” maintained by the U.S. Department of
Treasury’s Office of Foreign Assets.

U.S. DEPARTMENT OF COMMERCE TRADE EVENTS

Visit the following site:

http://www.export.gov/comm_svc/tradeevents.html

To view a listing of upcoming Export Promotion
Services and the Trade Development offices of the
U.S. Department of Commerce export trade events.